

Fruits and Vegetables for Better Health



National 5 A Day Program

Goal:

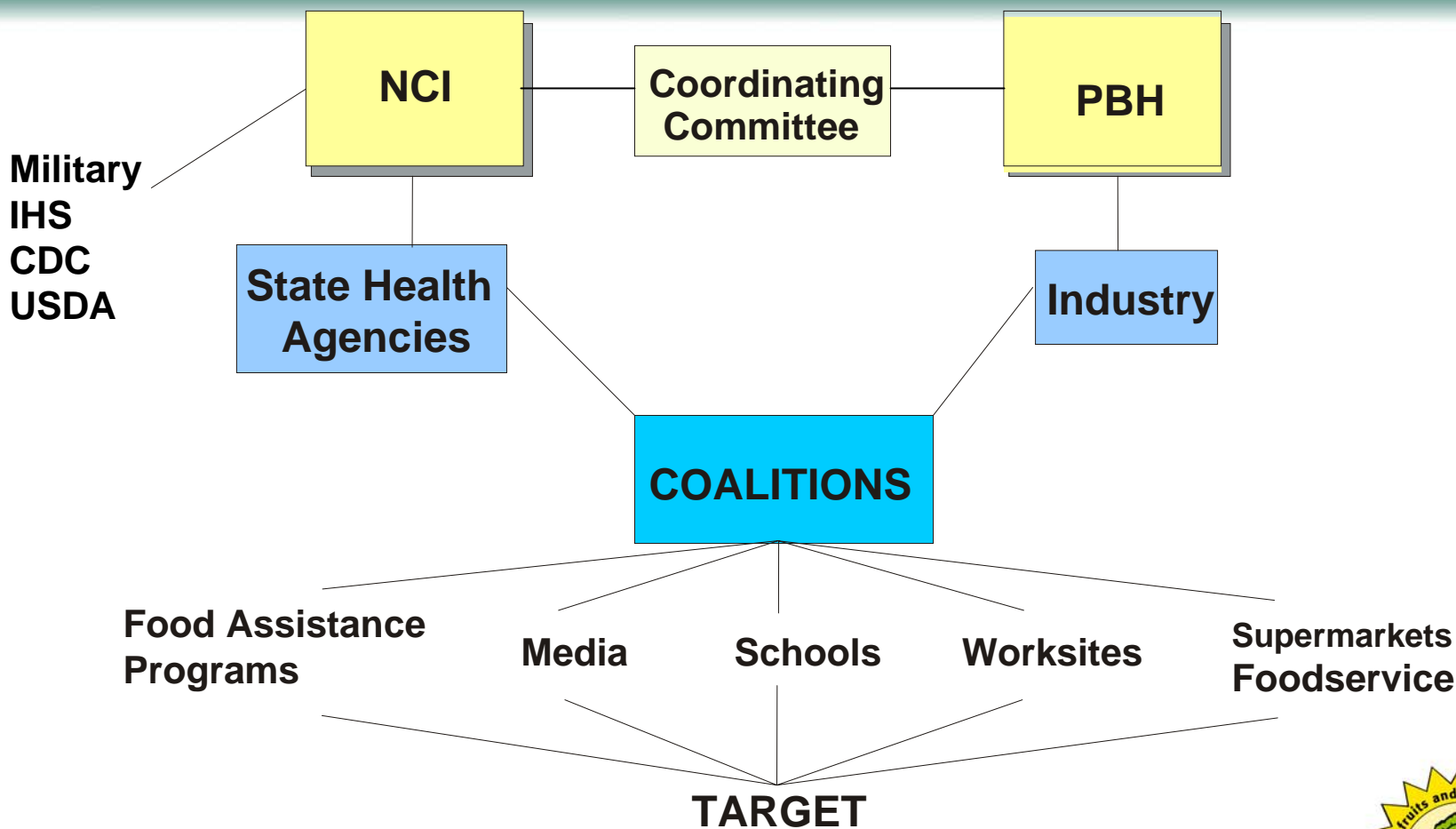
- To increase consumption of fruits and vegetables to an average of 5 or more servings daily

Objectives:

- To increase public awareness of the importance of eating 5 or more servings of fruits and vegetables every day for better health
- To provide consumers specific information about how to include more servings of fruits and vegetables into daily eating patterns



5 A Day Model



NCI 5 A Day Program Components

- **State Departments of Health**
- **Inter-Agency Partnerships**
- **Media**
- **Research**



PBH 5 A Day Program Components

- **Communications**
- **Retail/Supermarkets**
- **Foodservice**
- **Work-Sites**
- **Public Policy**
- **Research**



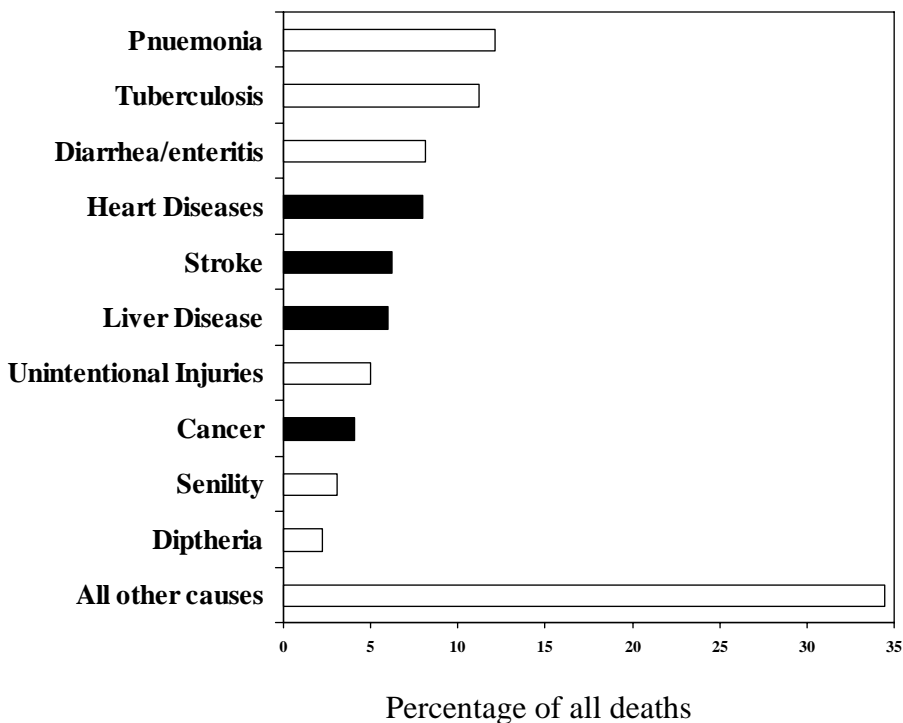
Results of 5 A Day Campaigns

- **Increased Awareness**
 - 39% aware of need to eat 5 A Day
 - 50% of women aware
- **Increased Consumption**
 - 3.9 servings; 29% at 5 A Day in 1991
 - 4.4 servings; 36% at 5 A Day in 1996
- **Increased Sales**
 - 9% for in-store promotions
 - 5% for TV advertising

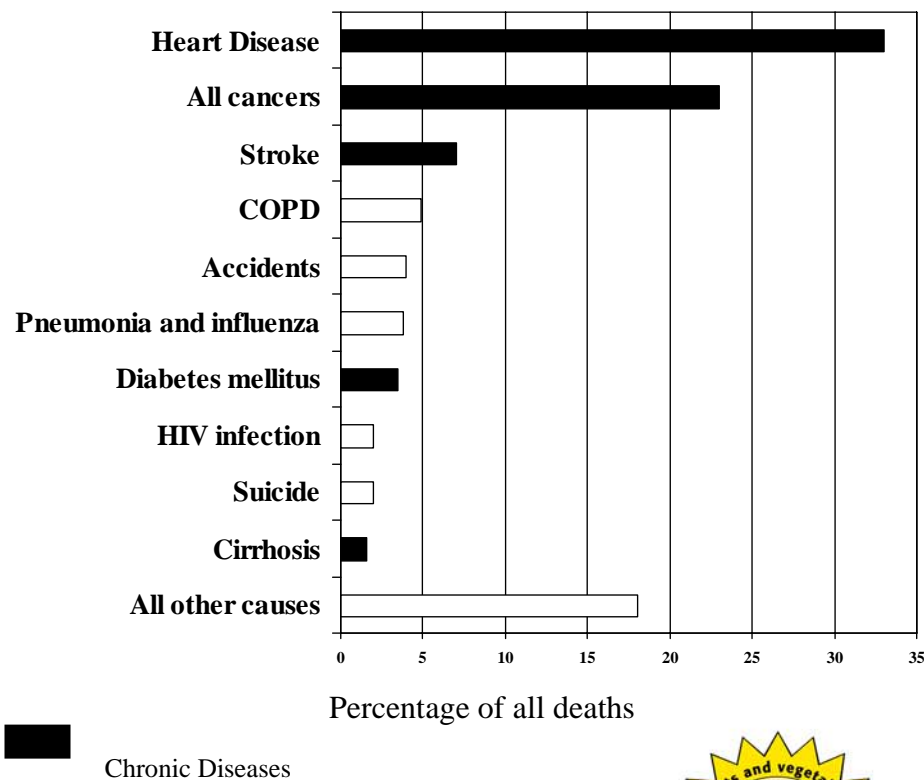


Causes of Death -- 100 Years

1900



1996



Sources: Centers for Disease Control and Prevention, "Deaths: Final Data for 1996," *National Vital Statistics Reports*, Nov. 1998, vol. 47, no. 9.

Center for Disease Control and Prevention, *Unrealized Prevention Opportunities: Reducing the Health and Economic Burden of Chronic Disease*, 1997.



Leading Causes of Death Today

(Blue indicates diet as a leading risk factor)

1. Heart Disease	724,900
2. Cancer	541,400
3. Stroke	158,400
4. Obstructive Pulmonary Disease	112,700
5. Unintentional Injuries	97,800
6. Pneumonia and Influenza	91,900
7. Diabetes	64,900
8. Suicide	30,500
9. Liver Disease/Cirrhosis	25,100
10. Homicide & Capital Punishment	18,400
11. Atherosclerosis	15,400
12. High Blood Pressure	14,300

Source: Centers for Disease Control and Prevention, "Deaths: Final Data for 1998,"
National Vital Statistics Reports, July 24, 2000, vol. 48, no. 11



Leading Contributors to Premature Death

1. Diet/Physical Activity	310,000-580,000
2. Tobacco	260,000-470,000
3. Alcohol	70,000-110,000
4. Microbial Agents	90,000
5. Toxic Agents	60,000-110,000
6. Firearms	35,000
7. Sexual Behaviors	30,000
8. Motor Vehicles	25,000
9. Drug Use	20,000

Source: *Journal of the American Medical Association*, "Actual Causes of Death in the United States," vol. 270, 1993.



Cost of Diet-Related Diseases

1. Cancer ¹	\$107 Billion
2. Coronary heart disease ²	\$101 Billion
3. Obesity ³	\$ 99 Billion
4. Diabetes ⁴	\$ 98 Billion
5. Stroke ²	\$ 45 Billion
6. High Blood Pressure ²	\$ 40 Billion
7. Osteoporosis ⁵	<u>\$ 14 Billion</u>
TOTAL	\$ 504 Billion

Sources: ¹American Cancer Society, *2000 Facts & Figures: Basic Facts*.

²American Heart Association, 2001 Heart and Stroke Statistical Update.

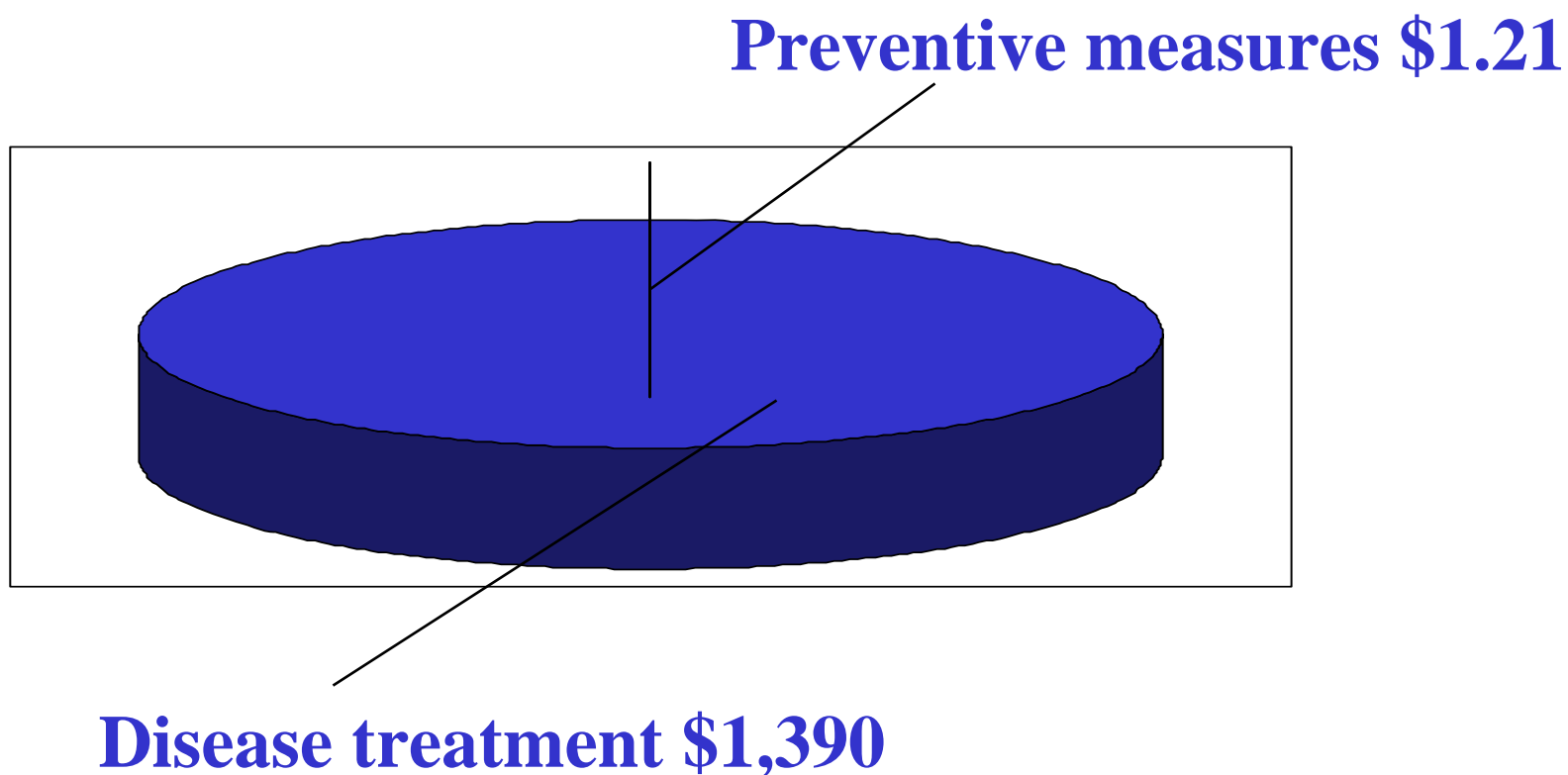
³Centers for Disease Control and Prevention, *Physical Activity and Good Nutrition: Essential Elements for Good Health, At-a-Glance 1999*.

⁴National Institute for Diabetes and Digestive and Kidney Diseases, *Diabetes Statistics*, May 1999

⁵National Osteoporosis Foundation, *Osteoporosis Fast Facts*, February 2001.



Spending by state and federal governments, per person per year

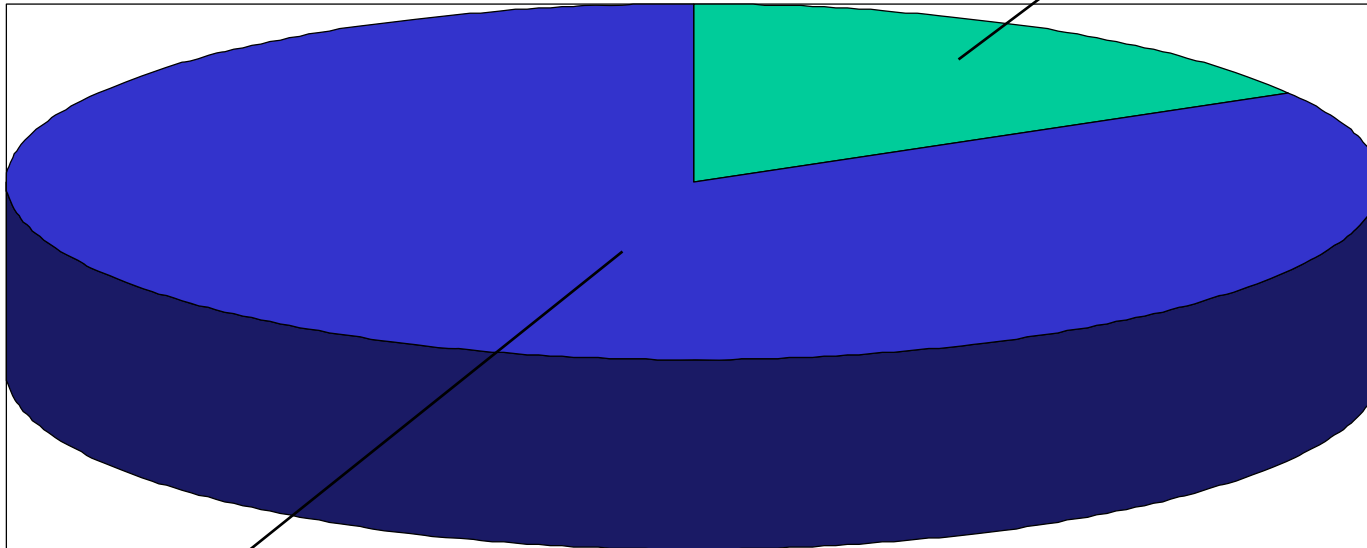


Source: Centers for Disease Control and Prevention



Factors influencing gain in life expectancy: 1900-1999

Curative Measures 16.6%



Public Health and Preventive Measures 83.4%

Source: Centers for Disease Control and Prevention; *Physical Activity and Good Nutrition: Essential Elements for Good Health, At-a-Glance 1999.*



Food Guide Pyramid



Health Benefits



Marketing Dollars



Advertising/Marketing Expenditures

• PepsiCo	\$1,263,000,000
• McDonald's	\$1,025,000,000
• Coca-Cola Company	\$ 770,000,000
• General Mills	\$ 598,000,000
• Kellogg Company	\$ 448,000,000
• Hershey Foods Corp.	\$ 433,000,000
• CDC's Division of Nutr & Phys. Act.	\$ 2,100,000
• 5 A Day Communications Budget	\$ 1,000,000

Source: *Advertising Age*, Sept. 27, 1999



Dietary Guidelines -- 1995 vs 1980

- **Eat a Variety of Foods**
- **Balance the food you eat with physical activity -- maintain or improve your weight**
 - **[Maintain Ideal Weight]**
- **Choose a diet low in fat, saturated fat, and cholesterol**
 - **[Avoid too much fat, saturated fat, and cholesterol]**



Dietary Guidelines -- 1995 vs 1980

- **Choose a diet with plenty of grain products, vegetables, and fruits**
 - **[Eat foods with adequate starch and fiber]**
- **Choose a diet moderate in sugars**
 - **[Avoid too much sugar]**
- **Choose a diet moderate in salt and sodium**
 - **[Avoid too much sodium]**
- **If you drink alcoholic beverages, do so in moderation**



2000 Dietary Guidelines for Americans

Aim for Fitness:

- 1) Aim for a healthy weight.
- 2) Be physically active each day.

Build a Healthy Base:

- 3) Let the Pyramid guide your food choices.
- 4) Choose a variety of grains daily, especially whole grains.
- 5) **Choose a variety of fruits and vegetables daily.**
- 6) Keep food safe to eat.



2000 Dietary Guidelines for Americans

Choose Sensibly:

- 7) Choose a diet that is low in saturated fat and cholesterol and moderate in total fat.**
- 8) Choose beverages and foods to moderate your intake of sugars.**
- 9) Choose and prepare foods with less salt.**
- 10) If you drink alcoholic beverages, do so in moderation.**



Healthy People 2010

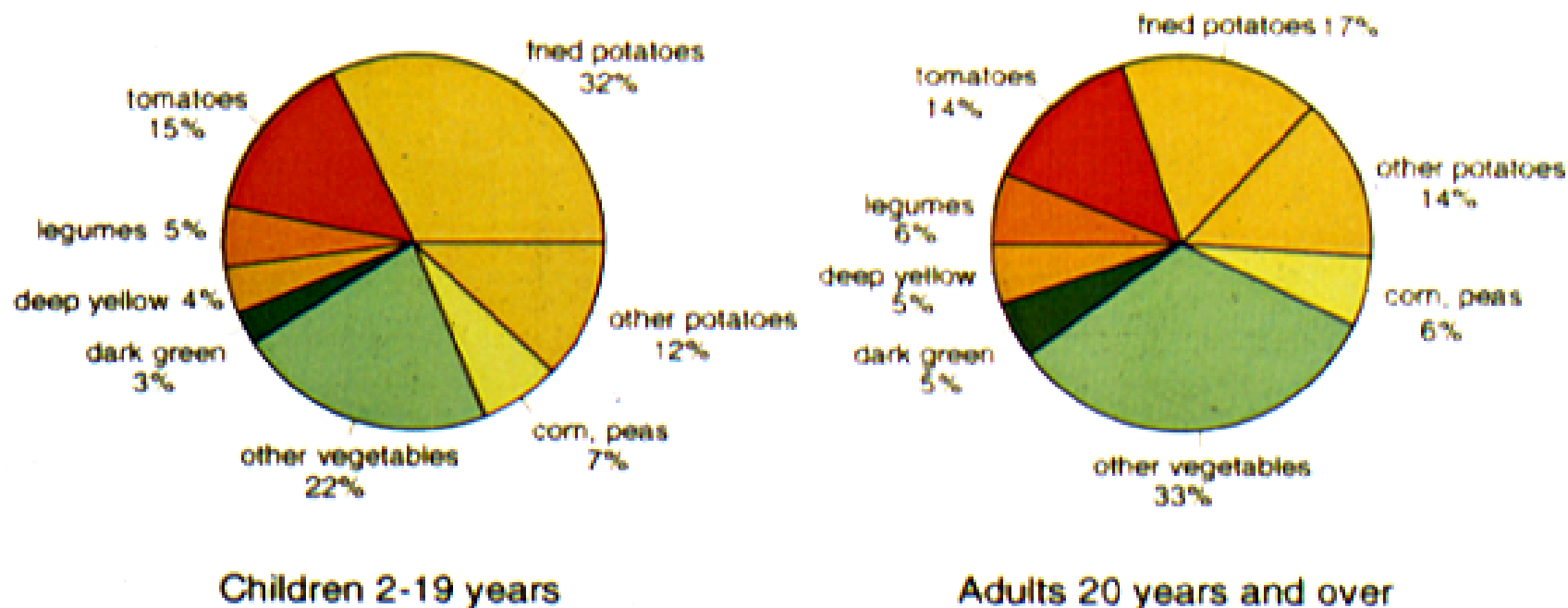
Fruit & Vegetable Objectives

- **Increase from 28% to 74% the proportion of persons aged 2 years and older who consume at least two daily servings of fruit**
- **Increase from 3% to 50% the proportion of persons aged 2 years and older who consume at least three daily servings of vegetables, with at least one third being dark green or deep yellow vegetables.**



Healthy People 2000 Tracking

Proportion of Vegetable Servings*



* Total vegetable servings, including those from condiments and potato chips

Recommended Number of Servings

U.S.D.A., Center for Nutrition Policy & Promotion

	Children 1600 Kcal	Women 2200 Kcal	Teens/Men 2800 Kcal
Vegetable Group	3	4	5
Fruit Group	<u>2</u>	<u>3</u>	<u>4</u>
TOTAL	5	7	9



Fruits and Vegetables Play Preventative Role In ...

Cancer

Heart Disease

Stroke

Hypertension

Birth Defects

Cataracts

Diverticulosis

Diabetes Mellitus

COPD

Osteoporosis

Obesity



Cancer

- **A diet rich in fruits and vegetables combined with exercise can reduce cancer incidence by 30-40 percent**
- **Most is known about fruits and vegetables and cancer, esp. cancer of lung and stomach**
- **Evidence less strong but convincing for cancers of mouth, pharynx, esophagus, colon, and rectum**



Heart Disease

- **Epidemiological evidence points to strong protective role of fruits and vegetables**
- **Fruit and vegetable intake associated with decreased incidence of heart attacks and angina**
- **Ornish study may show a role of fruits and vegetables in treatment or reversal of heart disease**



Stroke

- **A diet rich in fruits and vegetables may reduce risk of stroke up to 25 percent**
- **One study found an association with high vegetable intake, not fruits**
- **Fruits and vegetables may help control high blood pressure and reduce risk of blood clotting**



High Blood Pressure

- **8-10 servings of fruits and vegetables per day have been shown to reduce blood pressure both in people with and without high blood pressure**
- **Increasing dietary potassium (found in many fruits and vegetables) may play a role**
- **A diet rich in fruits and vegetables, combined with low-fat dairy foods and reduced saturated fat and total fat, lowered blood pressure even more**



Birth Defects

- **Scientific studies indicate that half of all neural tube defects could be prevented if women consumed the recommended intake of folic acid before they conceive**
- **Eating fruits and vegetables rich in folic acid, along with fortified grains can play a vital role in meeting folic acid requirements**
- **Examples include: citrus fruits, leafy greens and legumes**



Tips for Eating 5 A Day

What is a Serving?

- ✓ 1 medium-size fruit
- ✓ $\frac{3}{4}$ cup (6 oz.) of 100 percent fruit or vegetable juice
- ✓ $\frac{1}{2}$ cup fresh, frozen, or canned fruit (in 100 percent juice) or vegetables
- ✓ 1 cup of raw leafy vegetables
- ✓ $\frac{1}{2}$ cup cooked dry peas or beans
- ✓ $\frac{1}{4}$ cup dried fruit



5 A Day Catalog

- **Brochures**
- **Posters**
- **Cookbooks**
- **5 A Day Merchandise**
- **Signage**
- **Clothing**
- **Educational Materials**



Aboutproduce.com website



A consumer website that offers:

- **Recipes**
- **Definition of terms**
- **Handling & storage information**
- **Seasonality information**
- **Tips and trivia**



How to Reach Us:

www.5aday.com

Produce for Better Health Foundation

5301 Limestone Road, Suite 101

Wilmington, DE 19808

(302) 235-2329 phone

(302) 235-5555 fax



**Eat 5 servings of
fruits and vegetables
every day
for better health!**

